

AMENDMENT

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims:

1. (currently amended) An electronic shopping cart display system comprising:  
a display unit having a display screen attached to a shopping cart for displaying information;  
one or more transceiver units for sending information to the display unit, said transceiver units located proximate to promoted items, wherein the information includes product-specific promotions;  
a transmitter for sending information to the transceiver unit in direct electronic communication with the transceiver unit;  
an audible alert component on the display unit for signaling receipt of information from the transceiver unit; and  
a computer for operating the interaction between the display unit, the transceiver units, and the transmitter in direct electronic communication with the transmitter unit and in indirect electronic communication with the transceiver unit through the transmitter.
2. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes buttons for enabling a user to select information requests and directions.
3. (original) An electronic shopping cart display system according to claim 1, wherein the display unit automatically receives a signal for providing information.

4. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit provides independent processing of data and independent communication with the display unit.

5. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit includes a proximity sensor that detects the presence of a shopping cart within a programed range and initiates transmission of the trigger and data signals to the display unit.

6. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit includes a radio frequency receiver to receive radio frequency transmissions from the computer.

7. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes a radio frequency receiver to receive radio frequency transmissions from a transceiver unit.

8. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes an infrared receiver infrared transmissions from a transceiver unit.

9. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes a microwave receiver microwave transmissions from a transceiver unit.

10. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes an ultrasonic receiver to receive ultrasonic transmissions from a transceiver unit.

11. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes a sensor utilizing an ultrasonic signal for determining distance between the display unit and the transceiver unit.

12. (original) An electronic shopping cart display system according to claim 4, wherein the transceiver unit has a separate identification such that data transmitted from the computer is transmitted throughout a store but is processed and stored only by a transceiver unit to which the data is intended.

13. (original) An electronic shopping cart display system according to claim 1, further comprising a battery charger unit for powering the display unit.

14. (previously presented) An electronic shopping cart display system according to claim 1, wherein the computer, the display units, and the transmitter are linked through radio frequency transmissions.

15. (previously presented) An electronic shopping cart display system according to claim 1, wherein the computer, the display units, the transceiver units, and the transmitter are linked through infrared transmissions.

16. (original) An electronic shopping cart display system according to claim 1, further comprising internet access for connecting a shopper directly to internet content.

17. (original) An electronic shopping cart display system according to claim 1, further comprising an alarm when a shopping cart leaves a prescribed area.

18. (original) An electronic shopping cart display system according to claim 1, further comprising a means for locating a shopping cart's position within a store.

19. (original) An electronic shopping cart display system according to claim 1, further comprising a data card reader.

20. (original) An electronic shopping cart display system according to claim 1, further comprising a motion sensor for limiting power or turning off power to a display unit when a particular shopping cart has not been in motion for a specified time.

21. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit includes an infrared receiver for changing information to be transmitted.

22. (original) An electronic shopping cart display system according to claim 1, wherein the display unit further comprises a scanner for reading product UPC labels.

23. (original) An electronic shopping cart display system according to claim 1, wherein the display unit further comprises a battery status indicator.